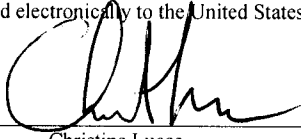


**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**Application No.:** 10/620,494                      **Group Art Unit** 3622  
**Applicant:** Luu, Duc Thong                      **Examiner:** Uber, Nathan C.  
**Filing Date:** July 16, 2003                      **Docket No.:** 085804.015001  
**Title:** **SYSTEM AND METHOD FOR RECOGNIZING REVENUE FOR AN  
ADVERTISING CAMPAIGN**  
**Customer No.:** 76058

<p style="text-align: center;"><b><u>CERTIFICATE OF TRANSMISSION</u></b></p> <p>I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS-Web filing system on January 8, 2010.</p> <p style="text-align: center;">Name:  Christine Lucas</p>
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**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION WITH RCE**

Date: January 8, 2010

Mail Stop: **RCE**  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

This paper is in response to the Final Office Action dated November 10, 2009.  
Please amend the application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.